

SOCIAL POSTING PLAYBOOK

Map out your Social Media Week to Maximize Results



SOCIAL POSTS

POST FORMAT

- T - Text
- P - Photo
- Video (See Content Format)
- L - Link

TYPE/TOPIC

- FF - Fun/Family
- FE - Feedback/Engagement
- Content (See Content Checklist)
- MI - Motivational/Inspiring

CONTENT

CONTENT CHECKLIST

- Relevant To Audience
- Solves Problem (or Entertains)
- Optimized For Platform
- CTA: Identifies Interest

CONTENT FORMAT

- LI - Livestream
- RV - Recorded Video
- OC - Outside Content
(Blog or YouTube)

TO DO LIST

WEEK OF:

TO DO:

FACEBOOK

INSTAGRAM

YOUTUBE

OTHER

| TIME | MON | TUES | WED | THR | FRI | SAT | SUN |
|------|-----|------|-----|-----|-----|-----|-----|
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